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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2512

June 14, 1991

RECORDS
AGRICULTURAL BRANCH

FARMER-OWNED RESERVE -- Farmers are likely to find the new Farmer-Owned Reserve Program, revamped by the 1990 farm bill, is simpler & more closely aligned with market conditions than the old program. But the new reserve does not isolate wheat from the market as effectively as the old program, so its impact on prices is likely to be reduced. "Among the major changes," says USDA Economist Joy Harwood, "are that producers may redeem farmer-owned reserve loans at any time without penalty, and that storage payments will be made at the end of each quarter following entry into the program, rather than annually in advance." Contact: Joy Harwood (202) 219-0840.

TREE NUT PRODUCTION GROWS RAPIDLY -- Paced by greater demand from health-conscious Americans & more and more satisfied customers abroad, the U.S. tree nut industry is enjoying great success. In fact, the farm value of the nut crop last year was more than \$1 billion, up about 25 percent from 1989 & 5 percent from 1988. "Tree nut production, consumption and exports are just going right on up," says USDA Economist Doyle Johnson. "Growth in the industry has been very significant." Contact: Doyle Johnson (202) 219-0884.

GOOD EARTH AWARD PROGRAM -- The Good Earth Family Awards Program, a nationwide awards program that highlights those farmers & ranchers who offer quality farm products while making positive contributions to water quality & natural resources, will honor its three national winners in Washington, D.C., in December. The program, now in its ninth year, is coordinated by the Good Earth Council & its parent organization, the National Endowment for Soil & Water Conservation. Case IH, one of the world's largest manufacturers of ag equipment, recently became a new sponsor of the program. Contact: Lee Shields (202) 546-7407.

SEED VAULT ADDITION -- USDA recently broke ground on a \$8.2 million, 65,000 square-foot addition to its National Seed Storage Lab in Fort Collins, Colo. "This addition more than quadruples the capacity of the nation's more important seed vault, which already is home to more than 228,000 seed and plant accessions," says R. Dean Plowman, administrator of USDA's Agricultural Research Service. The original lab was opened by President Dwight Eisenhower in 1958. Construction is scheduled to take about 18 months. Contact: Dennis Senft (415) 559-6068.

NEW SCS ASSOCIATE CHIEF -- Galen S. Bridge is the new associate chief of USDA's Soil Conservation Service. Bridge, who has been with SCS for 34 years, succeeds R. Mack Gray, who retired June 3. Bridge, 56, began his career with SCS in 1957 in Maine, his native state. He earned a bachelor's degree in ag engineering from the University of Maine & a master's from the University of Virginia. Contact: Ted Kupelian (202) 447-5776.

HORSE INSPECTION -- USDA is proposing to change its requirements for inspection of horses at horse shows under the Horse Protection Act. The proposal responds to feedback USDA received from people actually working at horse shows, indicating that some of the requirements are potentially risky, impractical or unnecessarily costly, says James W. Glosser, administrator of USDA's Animal & Plant Health Inspection Service. "If the changes are implemented, inspection will go more smoothly, and there will be no increased risk that sore horses will go undetected," Glosser says. The Horse Protection Act is designed to eliminate soing -- the use of cruel methods, devices or irritants to cause pain in a horse's legs to make a more pronounced gait in the show ring. Contact: Sibyl Bowie (301) 436-5931.

BLACK BEAR RESEARCH -- Lynn Rogers, a USDA wildlife research biologist, has a unique way of studying how we can use the timber in forests while maintaining the black bear's habitat. Rogers, who has been studying black bears for more than 24 years, literally lives with the bears for 24 to 48 hours at a time, once a week. Rogers says his Minnesota study is the only on-site, close-range effort being done anywhere on bears. He recently began his sixth season of following the black bears on site. Contact: Lynn Rogers (218) 365-4138.

CRAWFORD RECEIVES USDA AWARD -- USDA Radio's Gary Crawford was one of 112 individual employees, teams & groups honored by Secretary of Agriculture Edward Madigan at USDA's 45th Honor Awards Ceremony June 11. Crawford received USDA's Superior Service Award for "outstanding creativity in production of radio documentaries that entertain and inform the nation's citizens about agricultural issues affecting their lives." Contact: Joan Hayden (202) 447-3083.

STRAWBERRIES UP SLIGHTLY, ONIONS DOWN -- Strawberry production in the seven major states -- Florida, California, Louisiana, Michigan, New Jersey, Oregon & Washington -- in the winter & spring seasons totaled 12.2 million cwt, up only fractionally from 1990. Adverse weather in the major spring producing states offset Florida's winter season large jump in output. Spring onion production is forecast at 7.58 million cwt, which is down 1 percent from last year, but 3 percent above 1989. The area for harvest, at 28,200 acres, is up 2 percent. Lower yields in three of the four producing states -- Arizona, California, Georgia & Texas -- are responsible for the downturn in production. Contact: Arvin Budge (202) 447-4285.

MORE POULTRY AVAILABLE -- During April USDA certified 2.12 billion pounds of poultry wholesome. This figure, for ready to cook poultry, is 13 percent above the amount certified in April of 1990. During March, 1991, 1.89 billion pounds were certified. Contact: Ronald Sitzman (202) 447-3244.

FOREST PAYMENTS -- Secretary of Agriculture Edward Madigan says 43 states & Puerto Rico will share an estimated \$312 million as their portion of the 1991 National Forest System receipts. Madigan said 25 percent of the total 1991 receipts will be returned to states in which National Forest System lands are located. Contact: Ann Matejko (202) 475-3787.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1774 -- Trace elements are found in the foods we eat in microscopic amounts. Many scientists feel they are important to proper nutrition. On this edition of Agriculture USA, Jim Henry talks with nutrition scientists about these trace elements. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1256 -- Look out for the sun; the "green" consumer; kids, TV & nutrition; the Beagle Brigade; extension specialists to Poland. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1764 -- USDA News Highlights; expanded disaster relief; protecting their flocks; pesticide protection; turkeys invade Washington. (Weekly reel of news features.)

NEWS FEATURE FIVE #1424 -- Freezing apple buds; apple collection; minnows & the environment; studying insect-borne diseases; domestic rubber supply. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Fri., June 14, U.S. sugar yearbook; Mon., June 17, milk production; Tues., June 18, weekly weather & crop report, cattle on feed, ag outlook; Thurs., June 20, catfish, cherries; Fri., June 21, ag resources, livestock & poultry update. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.
Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Pat O'Leary reports on the late planting season & Lynn Wyvill reports on the quick guide to food safety.

ACTUALITIES -- USDA Chief Meteorologist Norton Strommen on corn, soybean & cotton crop; USDA World Board Chair Jim Donald on wheat, cotton & meat; USDA Forest Service Deputy Chief Allan West on the California forest fire season; USDA Analyst Mark Lindeman on the winter grains crop in the Soviet Union & USDA Economist Verner Grise on tobacco.

UPCOMING FEATURES -- Lynn Wyvill reports on cookout food safety; Pat O'Leary reports on the Iowa school of Soviet bankers & DeBoria Janifer reports on buying perennials.

Available on Satellite Westar 4, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY	7:30 - 7:45 p.m., EDT
SATURDAY	10 - 10:45 a.m., EDT
MONDAY	8 - 8:45 a.m., EDT

NOTE THIS ONE-TIME CHANGE -- On Saturday, June 22, only, from 10 a.m. to 10:45 a.m., the coordinates will be Westar 4, Transponder 19. This is a one-time only transponder change.

OFFMIKE

WEATHER...is the big topic in the north-central region of Iowa served by Gary DiGiuseppe (KWMT, Fort Dodge). Dry weather finally arrived on the last weekend for planting corn. Yields are expected to be down substantially, fewer acres have been planted and most to short-season varieties. A few days remain in the soybean window, but there is producer concern about fields being repetitively planted to beans. When we talked Gary was preparing for a broadcast with representatives of the Iowa Turkey Federation to discuss industry developments & new ways to prepare & serve turkey.

NORTHEAST...regional meeting in Burlington, Vt., June 7-9 of the National Association of Farm Broadcasters was well attended. Speakers included: Vermont Governor Richard Snelling, the commissioner of agriculture of Vermont & the ag commissioner of New York, along with other farm & commodity group leaders in the Northeast. Congratulations to Jeff Stewart (Ag Radio Network, Utica, N.Y.) who organized the successful events.

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TOUGH SITUATION...resulting from too much moisture confronts a number of producers in Georgia, says Everett Griner (Southeast Agrinet, Ocala, Fla.). Watermelon crops in poorly drained fields are suffering disease or late development, corn roots that were growing upward are now drying & twisting the plant & the tobacco crop is not growing uniformly, which will interfere with mechanical topping. But, Everett says, crops overall are better than last year.

CELLULAR TELEPHONE...is a handy item for Tom Gibson (WDAN, Danville, Ill.). He uses it to get reports & quotes before air time & then to broadcast his news program live from local grain elevators. Remote units are no longer used for his coverage. Tom also says the news items on pages one and two of this publication are used on his program & he calls the listed contact for more information. We appreciate the feedback.

Vic Powell
VIC POWELL
Chief, Radio & TV Division